

| No | Nama | Nomor Pernyataan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Total Skor | Skor total item valid | Kategori skor total item valid | |
|----|----------|------------------|----|---|----|---|----|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|------------|-----------------------|--------------------------------|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | | | | |
| | | F | UF | F | UF | F | UF | F | UF | F | F | F | F | UF | F | UF | UF | UF | UF | F | UF | UF | UF | F | F | F | UF | UF | UF | F | UF | F | F | | | | |
| 1 | Purna I. | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 87 | 40 | 4 | | |
| 2 | Yunianti | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 74 | 34 | 5 | |
| 3 | Citra | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 1 | 4 | 1 | 3 | 4 | 87 | 37 | 5 | | |
| 4 | Muslimah | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 74 | 34 | 5 | |
| 5 | LD | 3 | 3 | 4 | 1 | 4 | 2 | 2 | 2 | 4 | 3 | 4 | 4 | 1 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 87 | 42 | 5 | |
| 6 | IT | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 3 | 3 | 77 | 34 | 5 | |
| 7 | Likah | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 4 | 1 | 3 | 3 | 85 | 36 | 5 | |
| 8 | OT | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 1 | 4 | 2 | 3 | 3 | 83 | 35 | 5 | |
| 9 | A | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 81 | 31 | 3 | | |
| 10 | AG | 4 | 2 | 4 | 1 | 3 | 2 | 3 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 2 | 1 | 4 | 2 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 94 | 45 | 5 | |
| 11 | Y | 4 | 4 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 4 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 84 | 29 | 3 | |
| 12 | DR | 3 | 2 | 1 | 1 | 2 | 2 | 4 | 1 | 4 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 71 | 29 | 3 | |
| 13 | Rizky | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 4 | 1 | 3 | 3 | 74 | 30 | 3 | |
| 14 | Yanti | 4 | 1 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 1 | 1 | 4 | 1 | 4 | 4 | 84 | 34 | 5 | |
| 15 | RD | 4 | 2 | 4 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 82 | 36 | 5 | |
| 16 | EY | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 77 | 29 | 3 | |
| 17 | lin | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 74 | 28 | 3 | |
| 18 | Windi | 3 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 2 | 4 | 1 | 1 | 1 | 4 | 2 | 2 | 4 | 73 | 29 | 3 | |
| 19 | DT | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 83 | 34 | 5 | |
| 20 | Dita | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 101 | 45 | 5 | |
| 21 | RHY | 4 | 3 | 4 | 1 | 3 | 2 | 4 | 1 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 3 | 1 | 4 | 2 | 4 | 3 | 1 | 1 | 3 | 2 | 4 | 3 | 74 | 30 | 3 | |
| 22 | TYM | 3 | 1 | 4 | 1 | 3 | 2 | 4 | 1 | 4 | 3 | 2 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | 4 | 3 | 1 | 1 | 4 | 1 | 3 | 3 | 72 | 30 | 3 | |
| 23 | Andayani | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 1 | 1 | 1 | 4 | 3 | 4 | 1 | 1 | 1 | 3 | 1 | 4 | 4 | 75 | 37 | 5 | |
| 24 | WA | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 1 | 4 | 3 | 4 | 4 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | 1 | 2 | 2 | 4 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 81 | 38 | 5 | |
| 25 | GG | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 4 | 3 | 4 | 3 | 2 | 1 | 4 | 2 | 4 | 4 | 99 | 42 | 5 |
| 26 | KL | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 80 | 31 | 3 | |
| 27 | Bunga | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 79 | 30 | 3 | |
| 28 | Tiche | 4 | 2 | 4 | 2 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 93 | 43 | 5 | |
| 29 | LKS | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 95 | 44 | 5 | |
| 30 | Diya | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 78 | 31 | 3 | |
| 31 | RTR | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 84 | 31 | 3 | |
| 32 | I | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 4 | 1 | 3 | 2 | 2 | 1 | 3 | 4 | 2 | 2 | 74 | 29 | 3 | |
| 33 | I | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 83 | 32 | 3 | |
| 34 | HA | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 4 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 83 | 37 | 5 | |
| 35 | N | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 80 | 32 | 3 | |
| 36 | Clive | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 83 | 35 | 5 | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|---|
| 37 | Ila | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 82 | 29 | 3 |
| 38 | Imoet | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 83 | 29 | 3 |
| 39 | Pentol | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 69 | 26 | 2 | |
| 40 | Bowo | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 4 | 3 | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 80 | 25 | 2 |
| 41 | AAN | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 1 | 4 | 3 | 3 | 4 | 95 | 35 | 5 |
| 42 | LA | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 80 | 35 | 5 |
| 43 | Yayuk | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 79 | 29 | 3 |
| 44 | PS | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 1 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 76 | 31 | 3 |
| 45 | Ariane | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 1 | 4 | 1 | 4 | 4 | 85 | 38 | 5 |
| 46 | Jusi | 4 | 3 | 4 | 2 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 1 | 1 | 4 | 1 | 4 | 4 | 98 | 47 | 5 |
| 47 | Lina | 4 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 1 | 1 | 4 | 1 | 4 | 4 | 92 | 43 | 5 |
| 48 | Diah | 3 | 1 | 4 | 1 | 3 | 3 | 4 | 1 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 4 | 1 | 2 | 3 | 70 | 27 | 3 |
| 49 | OSM | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 2 | 1 | 3 | 1 | 2 | 1 | 1 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 82 | 40 | 5 |
| 50 | Rini | 3 | 2 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 4 | 1 | 1 | 1 | 4 | 1 | 4 | 1 | 1 | 4 | 1 | 4 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 80 | 44 | 5 |

Uji validitas dan reliabilitas variabel Persepsi Konsumen Terhadap Strategi *Me Too* Antangin Sirup putaran I

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .764 | 32 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|-------------------------------|--------------------------------------|--|--|
| item1 | 78.72 | 55.593 | .378 | .753 |
| item2 | 79.46 | 55.151 | .338 | .754 |
| item3 | 78.80 | 55.837 | .282 | .757 |
| item4 | 80.06 | 57.200 | .171 | .762 |
| item5 | 79.02 | 55.734 | .382 | .753 |
| item6 | 79.62 | 55.873 | .320 | .755 |
| item7 | 78.94 | 59.935 | -.100 | .772 |
| item8 | 79.96 | 55.835 | .293 | .756 |
| item9 | 78.84 | 55.566 | .322 | .755 |
| item10 | 78.84 | 56.464 | .264 | .758 |
| item11 | 79.36 | 51.704 | .525 | .741 |
| item12 | 79.10 | 53.520 | .464 | .747 |
| item13 | 79.32 | 59.079 | -.017 | .772 |
| item14 | 78.94 | 53.445 | .546 | .744 |
| item15 | 79.80 | 53.061 | .453 | .746 |
| item16 | 79.72 | 56.736 | .249 | .759 |
| item17 | 80.00 | 55.918 | .304 | .756 |
| item18 | 79.12 | 55.210 | .396 | .752 |
| item19 | 79.80 | 57.551 | .164 | .762 |
| item20 | 79.64 | 51.786 | .555 | .740 |
| item21 | 79.28 | 57.634 | .130 | .764 |
| item22 | 79.76 | 55.860 | .284 | .757 |
| item23 | 78.70 | 55.031 | .386 | .752 |
| item24 | 79.40 | 53.306 | .455 | .747 |
| item25 | 78.88 | 58.026 | .089 | .766 |
| item26 | 79.74 | 59.339 | -.036 | .771 |
| item27 | 80.18 | 59.008 | -.003 | .770 |
| item28 | 80.32 | 60.059 | -.113 | .773 |
| item29 | 78.66 | 56.474 | .264 | .758 |
| item30 | 79.76 | 60.349 | -.127 | .782 |
| item31 | 78.94 | 55.364 | .369 | .753 |
| item32 | 78.84 | 55.239 | .354 | .753 |

Uji validitas dan reliabilitas variabel Persepsi Konsumen Terhadap Strategi *Me Too* Antangin Sirup putaran II

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .841 | 16 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| item1 | 40.02 | 36.142 | .425 | .834 |
| item2 | 40.76 | 36.921 | .240 | .844 |
| item5 | 40.32 | 36.140 | .448 | .833 |
| item6 | 40.92 | 38.361 | .103 | .849 |
| item9 | 40.14 | 35.102 | .488 | .830 |
| item11 | 40.66 | 31.331 | .734 | .813 |
| item12 | 40.40 | 32.857 | .692 | .818 |
| item14 | 40.24 | 34.145 | .623 | .823 |
| item15 | 41.10 | 36.092 | .274 | .844 |
| item17 | 41.30 | 37.724 | .176 | .846 |
| item18 | 40.42 | 35.065 | .546 | .828 |
| item20 | 40.94 | 33.935 | .493 | .830 |
| item23 | 40.00 | 35.184 | .492 | .830 |
| item24 | 40.70 | 33.602 | .566 | .825 |
| item31 | 40.24 | 35.084 | .528 | .829 |
| item32 | 40.14 | 35.143 | .483 | .831 |

Uji validitas dan reliabilitas variabel Persepsi Konsumen Terhadap Strategi *Me Too* Antangin Sirup Putaran III

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .879 | 12 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| item1 | 31.22 | 29.196 | .416 | .878 |
| item5 | 31.52 | 28.908 | .488 | .875 |
| item9 | 31.34 | 27.658 | .567 | .870 |
| item11 | 31.86 | 24.286 | .803 | .854 |
| item12 | 31.60 | 25.714 | .761 | .858 |
| item14 | 31.44 | 27.353 | .624 | .867 |
| item18 | 31.62 | 27.873 | .594 | .869 |
| item20 | 32.14 | 28.000 | .391 | .883 |
| item23 | 31.20 | 27.878 | .551 | .871 |
| item24 | 31.90 | 26.541 | .606 | .868 |
| item31 | 31.44 | 27.762 | .595 | .869 |
| item32 | 31.34 | 27.984 | .520 | .873 |

Frequencies

Frequency Table

item1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 5 | 10.0 | 10.0 | 10.0 |
| | Setuju | 30 | 60.0 | 60.0 | 70.0 |
| | Sangat setuju | 15 | 30.0 | 30.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 11 | 22.0 | 22.0 | 22.0 |
| | Setuju | 33 | 66.0 | 66.0 | 88.0 |
| | Sangat setuju | 6 | 12.0 | 12.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 10 | 20.0 | 20.0 | 20.0 |
| | Setuju | 26 | 52.0 | 52.0 | 72.0 |
| | Sangat setuju | 14 | 28.0 | 28.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 4 | 8.0 | 8.0 | 8.0 |
| | Tidak setuju | 24 | 48.0 | 48.0 | 56.0 |
| | Setuju | 12 | 24.0 | 24.0 | 80.0 |
| | Sangat setuju | 10 | 20.0 | 20.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 1 | 2.0 | 2.0 | 2.0 |
| | Tidak setuju | 17 | 34.0 | 34.0 | 36.0 |
| | Setuju | 22 | 44.0 | 44.0 | 80.0 |
| | Sangat setuju | 10 | 20.0 | 20.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 1 | 2.0 | 2.0 | 2.0 |
| | Tidak setuju | 9 | 18.0 | 18.0 | 20.0 |
| | Setuju | 30 | 60.0 | 60.0 | 80.0 |
| | Sangat setuju | 10 | 20.0 | 20.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 1 | 2.0 | 2.0 | 2.0 |
| | Tidak setuju | 13 | 26.0 | 26.0 | 28.0 |
| | Setuju | 31 | 62.0 | 62.0 | 90.0 |
| | Sangat setuju | 5 | 10.0 | 10.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 12 | 24.0 | 24.0 | 24.0 |
| | Tidak setuju | 13 | 26.0 | 26.0 | 50.0 |
| | Setuju | 24 | 48.0 | 48.0 | 98.0 |
| | Sangat setuju | 1 | 2.0 | 2.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item23

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 7 | 14.0 | 14.0 | 14.0 |
| | Setuju | 25 | 50.0 | 50.0 | 64.0 |
| | Sangat setuju | 18 | 36.0 | 36.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item24

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat tidak setuju | 3 | 6.0 | 6.0 | 6.0 |
| | Tidak setuju | 25 | 50.0 | 50.0 | 56.0 |
| | Setuju | 15 | 30.0 | 30.0 | 86.0 |
| | Sangat setuju | 7 | 14.0 | 14.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item31

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 11 | 22.0 | 22.0 | 22.0 |
| | Setuju | 29 | 58.0 | 58.0 | 80.0 |
| | Sangat setuju | 10 | 20.0 | 20.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

item32

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak setuju | 10 | 20.0 | 20.0 | 20.0 |
| | Setuju | 26 | 52.0 | 52.0 | 72.0 |
| | Sangat setuju | 14 | 28.0 | 28.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Kategori variabel Persepsi Konsumen Terhadap Strategi *Me Too* Antangin Sirup

Frequencies

| | | Kategori | | | |
|-------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Rendah | 2 | 4.0 | 4.0 | 4.0 |
| | Sedang | 21 | 42.0 | 42.0 | 46.0 |
| | Tinggi | 1 | 2.0 | 2.0 | 48.0 |
| | Sangat tinggi | 26 | 52.0 | 52.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |



YAYASAN WIDYA MANDALA SURABAYA
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS PSIKOLOGI

Jl. Dinoyo 42 - 44, Telp. 5678478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

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SURAT KETERANGAN

Nomor: 1423 /WM07/T/2008

Dekan Fakultas Psikologi Universitas Katolik Widya Mandala Surabaya dengan ini menerangkan bahwa:

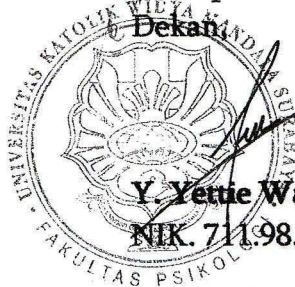
Nama : Christiana Dewi
Nomor pokok : 7103002004

adalah mahasiswa kami yang saat ini sedang menjalankan penelitian untuk menyelesaikan tugas skripsi dengan judul "Persepsi Konsumen terhadap Strategi Pemasaran Antangin Sirup".

Demikian surat keterangan ini untuk dipergunakan sebagaimana mestinya.

24 Nopember 2008

Dekan



Y. Yettie Wandansari, M.Si.

NIK. 711.98.0337